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Book Pricing Update

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Blackwell North America

The following table reports on list prices for titles in Science subject areas treated by Blackwell North America during calendar 1988. Shown within each subject area, and for Science as a whole, are the percentage of titles costing more than \$75, or more than \$100, and the percentage of the budget represented by those titles.

Out of all Science titles, 27.2% cost more than \$75. Those 27.2%, however, represented 52% of the total science expenditure. Similarly, 14.3% of science titles cost over \$100, but

they represented 32.6% -- nearly a third -- of the budget. The average price for all science books was \$59.51.

Pricing information can be useful to libraries contemplating profile changes. A library with a \$100 price limit on Approval might want to know what the unit and dollar impact would be of cutting back to \$75. If the profile covered only Nursing, where a mere .5% of titles cost more than \$75, that price change would be of no consequence. On the other hand, cutting back from \$100 to \$75 in Chemistry would exclude nearly 60% of titles, and drop the budget expenditure by almost 80%

Science Titles over \$75 or over \$100 Calendar 1988	% of titles priced over \$75	Dollar % for titles over \$75	% of titles priced over \$100	Dollar % for titles over \$100	Average price in U.S. dollars
General Science	11.4	29.4	3.6	12.4	41.19
Biology	42.3	67.3	24.3	46.4	78.13
Chemistry	58.3	78.2	40.1	61.3	96.59
Earth Science	40.7	65.4	21.6	41.9	73.51
Astronomy	22.2	43.4	8.5	20.9	54.07
Physics	34.9	52.7	10.4	21.9	70.04
Mathematics	22.7	42.1	7.8	19.8	59.05
Computer Science	20.4	27.3	17.8	20.8	35.08
Interdiscipl. Tech	14.3	33.7	5.5	18.4	50.52
Technology	24.6	48.9	11.3	29.7	61.18
Medicine	26.4	52.9	12.2	31.6	59.13
Dentistry	16.7	35.8	7.4	19.3	49.33
Pharmacy	50.0	76.8	34.4	61.7	89.19
Nursing	0.5	1.6	0.0	0.0	28.30
Agriculture	24.6	54.4	12.9	34.6	54.33
Forestry	14.3	31.5	7.1	19.6	53.29
Animal Husbandry	13.2	44.9	10.5	39.1	41.37
Natural Resources	6.0	21.7	4.2	17.7	37.13
Veterinary Medicine	29.8	52.7	14.0	30.2	62.81
Totals:	27.2	52.0	14.3	32.6	59.11

☞ And another word on book prices from **Kit Kennedy** (Coutts Library Services). This is from a lengthy report dated March 1, 1989, covering Cumulative Blanket order Statistics for all books treated on the combined Coutts approval plans for the period February 1, 1988, through January 31, 1989.

One paragraph excerpt: "You'll notice that the average price increase in U.S. books is 6.65%; English Canadian books (CDN \$) is 6.12%; and British books is 15.67%." For further information or copies of the Cumulative Blanket Order Statistics, contact Kit Kennedy, Vice President, Marketing & Sales, Coutts, 736 Cayuga St., Lewiston, NY 14092-1797.